University of the West of England BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Advanced Digital Imaging					
Module Code	UAAAMK-15-2 (PHO 202)	Level		2	Version	1
Owning Faculty	ACE	Field		Art		
Contributes towards	BA (HONS) Photography					
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Project	
Pre-requisites	None		Co- requisites	None		
Excluded Combinations	N/a		Module Entry requirements	N/a		
Valid From	September 2012		Valid to	September 2018		

CAP Approval Date	1 August 2012

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: • Capture, manipulate and distribute digital images. (Component A) • Use computer and emerging technologies effectively. (Component A) • Organize images in a catalog or database system using Adobe Lightroom. (Component A) • Produce creative work that demonstrates a high level of skill in Photoshop for image editing, color correction, image adjustment and selective editing. (Component A) • Refine and improve basic techniques of exposure, development and printing. (Component A) • Knowledge of various forms of image presentation and understand the impact presentation can have on the meaning of images. (Component A) • Produce a digital and printed portfolio that demonstrates advanced photographic methods in color and black & white photography. (Component A)
Syllabus Outline	Content and Syllabus Building on previously developed, advanced Photoshop skills, this module will navigate students through the more highly advanced features of the program to create and manipulate images. An advanced seminar in digital image-making concepts and

	techniques, allowing in-depth exploration of extended computer-based photo projects. This practical module provides an introduction to creative digital photography including the use of digital cameras, scanners and printers in the creation and production of images.
Contact Hours/Scheduled Hours	Weekly lecture and seminar, plus workshop involving 36 contact hours allocated as follows: • Pair, self assessment and group work • Student presentations • Workshops • Lectures • Seminars • Self directed learning activities • Lab based study
Teaching and Learning Methods	These are principally via lectures, seminars, presentations, tutorials and demonstrations/workshops. The lectures are supported with visual aids: PowerPoint and PDF presentations. Seminar discussion is led by staff or student and may be illustrated or supported by texts or reading packs. Active student participation and peer discussion in seminars is encouraged. Students receive individual tutorials on a regular basis where they are guaranteed personal attention and the opportunity for sustained in-depth discussion on a one to one basis. Group critiques are conducted at regular intervals during the module. Technical demonstrations and workshops usually involve the introduction to equipment, techniques or processes in keeping with Health and Safety guidelines. Technical skills are assessed in the workshop but their application must be evidenced in the associated module work. Library and IT plus technical resources are introduced in dedicated sessions.
Reading Strategy	**Essential Reading** Students will be asked to read increasingly necessary informational and graphical texts throughout the course. The ability to understand and use the information in these texts is key to a student's success in learning. **Further Reading** Further reading is advisable for this module, and students will be encouraged to become familiar with different course texts and resources (print and electronic). **Access and Skills** Formal opportunities for students to develop their library and information skills are provided within the induction period. Additional support is available through the Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. **Blackboard** This module is supported by Blackboard where students will be able to find all necessary module information. Direct links to information sources will also be provided from within Blackboard.
Indicative Reading List	This Indicative Reading list is intended to enhance your work on the modules and provide contextual and supportive material for your studies and future work. Lectures aim to introduce the key concepts of each module. The specific principal readings of each module are circulated at the start of the term. Lecturers will specify, usually at the first lecture, whether or not specific books should be purchased for particular module. Andy Rouse (2008) *Understanding RAW Photography*, Photographers' Institute Press Bonny Pierce Lhotka (2010) *Digital Alchemy: Printmaking techniques for fine art,*

	photography, and mixed media (Voices That Matter), New Riders Press David Taylor (2012) *Understanding RAW Photography (The Expanded Guide: Techniques),* Ammonite Press Ferrell McCollough (2008) *Complete Guide to High Dynamic Range Digital Photography (A Lark Photography Book)*, Pixiq Ferguson, M. (2000) *Max Ferguson's Digital Darkroom Masterclass*, Focal Press Francesco Banterle, Alessandro Artusi, Kurt Debattista and Alan Chalmers (2011) *Advanced High Dynamic Range Imaging: Theory and Practice*, A K Peters/CRC Press Jill Marie Koelling (2004) *Digital Imaging: A Practical Approach (American Association for State and Local History),* Altamira Press Jeff Schewe and Bruce Fraser (2010*) Real World Camera Raw with Adobe Photoshop CS5,* Peachpit Press Joseph Meehan (2011) *Advanced Imaging (A Lark Photography Book)*, Pixiq Long, B. (2003) *Complete digital photography,* Charles River Media Robert Hirsch (2007) *Westwood Light and Lens Bundle: Light and Lens: Photography in the Digital Age,* Focal Press

Part 3: Assessment

Assessment Strategy	To achieve a pass grade the evidence must show that the learner is able to: Create through exploratory work a digital manipulation project and a digital capture working assignment which should include visual material in response to the briefs, a scrap book demonstrating the use of idea generating techniques, materials etc. A body of work, which may consist any of the following: photographs, printed media, digital media, displays and layout. (Component A). These will provide evidence of your learning during and at the end of the module. Your final grade will be based on your performance on the module as a whole, using the assessment criteria below: Digital still cameras, scanner, printer and associated computer software on the Apple Macintosh platform, such as Adobe Photoshop.

Identify final assessment component and element	**Component A1**	
	A:	**B:**
% weighting between components A and B (Standard modules only)	**100%**	

First Sit

Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Presentation of digital and printed work in a portfolio	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Presentation of digital and printed work in a portfolio	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**

If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.	